

**SYSTEM AND METHOD FOR ESTABLISHING
VIEWER SHOPPING PREFERENCES
BASED ON VIEWING AND LISTENING PREFERENCES**

ABSTRACT OF THE DISCLOSURE

5 A system and method for establishing recommended items for purchase or
rental at a shopping kiosk, based on TV/DVD/CD etc. viewing profiles. A
removable media such as a flash memory device can be inserted into an
entertainment device receptacle, and the viewer's subsequent viewing (or
listening) habits, including selected programming and related data such as TV
10 program category, title, etc., recorded to establish a profile. The media can be
removed and taken to the shopping kiosk, where it is inserted and used by the
kiosk to present a list of recommended items for purchase or rental, based on the
viewing habit profile of the viewer.